PUBLICITY · ADVERTISING PROMOTION · INFORMATION

"AGENT FOR H.A.R.M."

When in Southern California visit Universal City Studios

DARING!...DEADLY!...
DIABOLICAL!
A killer spore from outer space... that goes into the flesh and devours!
UNIVERSAL presents
AGENT FOR H.a.R.M.
Starring MARK RICHMAN · Special Guest Star WENDELL COREY · Co-Starring CARL ESMOND · BARBARA BOUCHET
And RAFAEL CAMPOS "as Luis" · Written by BLAIR ROBERTSON · Directed by GERD OSWALD
Produced by JOSEPH F. ROBERTSON
A UNIVERSAL PICTURE COLOR

MAT—301

Ad Mat No. 301—3 Col. x 9¼"—387 Lines

DARING! DEADLY!
DIABOLICAL!...
A killer spore from outer space... that devours!
UNIVERSAL presents
AGENT FOR H.a.R.M.
Starring MARK RICHMAN · Special Guest Star WENDELL COREY
A UNIVERSAL PICTURE COLOR

MAT—202

A dMat No. 202—2 Col. x 2"—56 Lines

When in Southern California visit Universal City Studios

DEADLY!...
DARING!...
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A killer spore from outer space...that goes into the flesh and devours!
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AGENT FOR H.a.R.M.
Starring MARK RICHMAN · Special Guest Star WENDELL COREY · Co-Starring CARL ESMOND · BARBARA BOUCHET
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Produced by JOSEPH F. ROBERTSON
A UNIVERSAL PICTURE COLOR

MAT—204

Ad Mat No. 204—2 Col. x 5"—140 Lines

A BLAST OF BLOOD-CURDLING TERROR FROM OUTER SPACE!
UNIVERSAL presents
AGENT FOR H.a.R.M.
Starring MARK RICHMAN · Special Guest Star WENDELL COREY
A UNIVERSAL PICTURE COLOR

MAT—201

Ad Mat No. 201—2 Col. x 1"—30 Lines

DARING!...
DEADLY!...
DIABOLICAL!
A killer spore from outer space... that devours!
UNIVERSAL presents
AGENT FOR H.a.R.M.
Starring MARK RICHMAN · Special Guest Star WENDELL COREY · Co-Starring CARL ESMOND · BARBARA BOUCHET
And RAFAEL CAMPOS "as Luis" · Written by BLAIR ROBERTSON · Directed by GERD OSWALD
Produced by JOSEPH F. ROBERTSON
A UNIVERSAL PICTURE COLOR

MAT—203

A dMat No. 203—2 Col. x 4⅛"—114 Lines

All advertising material in this pressbook as well as all other newspaper and publicity material, has been approved under the MPAA Advertising Code as a self-regulatory procedure of the Motion Picture Association of America.

All inquiries on this procedure, which is voluntarily subscribed to by the major motion picture companies, may be addressed to: Advertising Code Administrator, Motion Picture Association of America, 522 Fifth Ave., New York 36, N. Y.

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billing

Universal Presents
"AGENT FOR H.A.R.M."
COLOR
Starring
MARK RICHMAN
WENDELL COREY
CARL ESMOND
BARBARA BOUCHET
Written by
BLAIR ROBERTSON
Directed by
GERD OSWALD
Produced by
JOSEPH F. ROBERTSON
A Universal Picture

the cast

MARK RICHMAN ..... *Adam Chance*
WENDELL COREY ..... *Jim Graff*
CARL ESMOND ..... *Prof. Janos Steffanic*
BARBARA BOUCHET ..... *Ava Vestok*
MARTIN KOSLECK ..... *Malko*
RAFAEL CAMPOS ..... *Luis*
ALIZIA GUR ..... *Mid-Eastern Contact*
DONNA MICHELLE ..... *Marian*
ROBERT QUARRY ..... *Borg*
ROBERT DONNER ..... *Morgue Attendant*
STEVE STEVENS ..... *Billy*
MARC SNEGOFF ..... *Conrad*
HORST EBERSBERG ..... *Helgar*
CHRIS ANDERS ..... *Schloss*
RAY DANNIS ..... *Manson*
RONALD VON ..... *Police Lieutenant*
ROBERT CHRISTOPHER ..... *Police Officer*

the staff

Producer ..... JOSEPH F. ROBERTSON
Director ..... GERD OSWALD
Associate Producers .....
EDWARD F. ABRAMS, JACK BARTLETT
Screenplay by ..... BLAIR ROBERTSON
Production Manager ..... LOU PLACE
Director Photography ..... JAMES CRAB
Assistant Director ..... DAVID MARKS
Camera Operator ..... JOE HANWRIGHT
Chief Electrician ..... GEORGE BRESLAW
Key Grip ..... JOHN RAMSEY
Still Photographer ..... PETER COREL
Scrift Supervisor ..... BRI MURPHY
Art Direcotr ..... NORMAND BOULE
Sound Mixers .....
..... KEN CARLSON, DON HARROLD
Special Effects ..... HARRY S. WOLLMAN
Film Editor ..... D. E. ROLLINS
Music ..... GENE KAUER
Music GENE KAUER, DOUGLAS LACKEY
Sound Recording .....TV RECORDERS, INC.
Color by .....
..... CONSOLIDATED FILM INDUSTRIES
Set Designers ..... CTM STUDIOS
Make-Up ..... MARC SNEGOFF

the story

(Not For Publication)

Professor Janos Steffanic (Carl Esmond), a scientist escaped from behind the Iron Curtain, is doing secret research in the United States. Adam Chance (Mark Richman) is assigned by Jim Graff (Wendell Corey), chief of security of H.A.R.M. (Human Aetiological Relations Machine) to investigate the murder of the Professor's assistant.

At Steffanic's Malibu home, Chance is greeted by Ava Vestok (Barbara Bouchet), the Professor's sexy niece. Chance forces Steffanic to tell him of his work, study of a spore from outer space, already in the hands of Iron Curtain leaders, that turns human beings into fungus. He is on the verge of perfecting an antidote.

Malko (Martin Kosleck), Steffanic's former boss behind the Iron Curtain, tells him he must turn over the formula or Ava will be killed. Steffanic agrees knowing full well of Malko's plan to infect all U. S. foodstuffs with the spore. Chance, follows the Red agents who pick up the formula, learns it is a trap and reports the location of the Mexican hideout to Graff.

Malko's henchmen kidnap the Professor, who has given a phony formula, and attempt to abduct Ava but this is foiled by Chance, who follows to the hideout. Chance then finds Malko has been warned and his contact killed, he must save the Professor alone. In the ensuing fight he kills three henchmen and Malko, but the Professor is covered with the deadly spore. Steffanic tells Chance he has taken the antidote but Chance must get his notes on the effects.

Stealing a motorcycle, he returns to Malibu and is greeted by Graff, who has arrived from Washington. The Professor's lifeless body is flown in but it is too late, the antidote slowed the spore but did not stop it. Chance then tells Ava he has checked her story and knows she is not the Professor's niece but a Red agent who has been informing on the Professor and arrests her.

Multi-Faceted Actor Mark Richman Portrays "Agent For H.A.R.M."

(Current)

Mark Richman, who portrays a seemingly indestructable agent for an undercover organization in Universal's color presentation of "Agent For H.A.R.M." currently at the .... Theatre, is an actor of many facets and talents.

His roles vary from the swashbuckling adverturous to the classical. His fields of work reach from television film series guest-starrings to appearances on the Broadway and Stock Theatre Stages across the country.

Not content to be just an actor, Richman, who stars, with Wendell Corey, Barbara Bouchet and Carl Esmond, in the title role of "Agent For H.A.R.M.," is also one of the theatre's most brilliant young directors. He is a member of the highly respected Directors Group of the famous Actors Studio in New York.

Making his motion picture debut in William Wylers production of "Friendly Persuasion," he has varied his roles with amazing consistancy ever since. His first picture part was that of an army officer in the Civil War and he has portrayed everything from Channon in "The Dybbuk" to a gangland-hating attorney out to personally destroy the underworld in the TV series "Cain's 100."

Chasing criminals and fighting hoodlums as he does in "Agent For H.A.R.M." should be a snap for Mark when compared with his former occupation — professional football.

The actor captained one of Philadelphia's entries in the Eastern Professional Football League for two years before his knee was seriously injured in the last game of the 1946 season.

"It was a pretty rough way to make a living," Richman remarked. "But I loved it and would do it all over again."

The actor was born April 16 in Philadelphia. He attended the public schools of the city and majored in art at South Philadelphia High School. But he spent most of his time in dramatics and sports.

In "Agent For H.A.R.M.", portraying secret agent 'Adam Chance,' he must track down and destroy the diabolical organization that has stolen the killer spore from outer space that can destroy humanity by turning people into incredible, crawling horrors.

"AGENT FOR H.A.R.M." (1B)

Veteran screen star Wendell Corey is the chief security officer in the organization known as H.A.R.M., in Universal's new spy thriller, in Color, "Agent For H.A.R.M." Also starred are Mark Richman, Carl Esmond and Barbara Bouchet.
Still No. 95295-30

Nude Beauty Splash By Two "Agent For H.A.R.M." Stars

(Advance)

"Agent For H.A.R.M.," Universal's color suspense film opening next ..... at the ..... Theatre, features two filmland beauties who both came to national prominence through nude appearances before the cameras.

Barbara Bouchet first gained the national spotlight when she doffed her clothes for the famous nude bathing scene on the beach at Pearl Harbor with Hugh O'Brian in Otto Preminger's "In Harm's Way." Her counterpart in the Universal suspense-spy feature is Donna Michelle who also doffed her garments to gain attention.

Donna, however, chose a slightly different route than Barbara and graced the centerspread of famed Playboy Magazine. She later was selected, by a overwhelming majority, as Playmate of the Year for the same publication. In the film she portrays the secretary to Wendell Corey, who stars in the feature with Mark Richman, Miss Bouchet and Carl Esmond.

Versatile Movie Star

(Current)

Wendell Corey, who stars with Mark Richman, Barbara Bouchet and Carl Esmond in Universal's color presentation of "Agent For H.A.R.M." currently at the ..... Theatre, has portrayed as great a variety of roles as any actor in Hollywood.

The versatile performer who portrays the Chief Security Officer of an undercover government agency in "Agent For H.A.R.M.," has played nearly every conceivable type of role ranging from Jesse James in a Bob Hope comedy to a psychiatrist in the television series, "Eleventh Hour."

"AGENT FOR H.A.R.M." (2A)

Enemy agent Rafael Campos uses Barbara Bouchet as a hostage so that he can escape from U. S. government agents, in this terror-packed scene from Universal's new spy thriller, in Color, "Agent For H.A.R.M." Mark Richman is starred in the title role, and Wendell Corey and Carl Esmond are also starred.
Still No. 95295-9

"AGENT FOR H.A.R.M." (2B)

Mark Richman has the title role in Universal's new spy thriller, in Color, "Agent For H.A.R.M." The film also stars Wendell Corey, Carl Esmond and Barbara Bouchet. Joseph F. Robertson produced, and Gerd Oswald directed from a script by Blair Robertson.
Still No. 95295-27

Foreign Beauty For Universal's Daring "Agent For H.A.R.M."

(Advance)

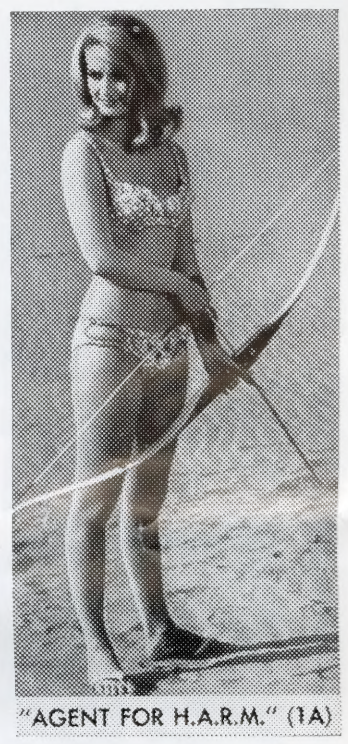
Europe has long provided many of motion pictures' most beautiful and exciting stars. Barbara Bouchet, who stars with Mark Richman, Wendell Corey and Carl Esmond, in Universal's "Agent for H.A.R.M.," opening next ..... at the ..... Theatre, is another in this long line.

The tall, blonde beauty burst into the motion picture limelight with her performance as the unfaithful wife of Kirk Douglas in Otto Preminger's "In Harm's Way." She is a product of Germany as have been many of filmdom's most beloved stars. Not since Marlene Dietrich has a German import created such a sensation in Hollywood.

In "Agent For H.A.R.M." Miss Bouchet portrays the beach and archery loving niece of a scientist escaped from behind the Iron Curtain.

Long on talent to match her extreme beauty, Barbara is the daughter of one of Germany's top cameramen. Her mother was a well-known actress. After studying ballet extensively in Munich, Barbara emigrated to the San Joaquin Valley in Central California and it was not until she moved from there to San Francisco that she became really interested in a theatrical career.

The winner of many beauty contests in the Bay area, she was spotted in such a contest and given her first role on a television show. This was followed by roles in such motion pictures as "Bedtime Story," "Sex And The Single Girl" and "A Global Affair" without much interest until Preminger assigned her to portray the celebrated nude bathing scene at Pearl Harbor. This short role launched a career which will make motion picture history.



"AGENT FOR H.A.R.M." (1A)

Barbara Bouchet portrays the beautiful blonde niece of a scientist working on important and highly secret defense projects, in Universal's new spy thriller, in Color, "Agent For H.A.R.M." Mark Richman is starred in the title role, and Wendell Corey and Carl Esmond are also starred.
Still No. 95295-49

Movies 'Mean, Nasty Fellow' Scores In "Agent For H.A.R.M."

(Current)

Just once in his life Martin Kosleck would like to be a nice guy. This is not meant to say anything against the Hollywood actor personally, it's just that Koslek, who is featured in Universal's "Agent For H.A.R.M." now at the ..... Theatre, would like to play a "nice guy" role.

A veteran of nearly 30 years in motion pictures, Koslek was bedeviled by a close resemblance to the late Josef Goebbels and has portrayed the Hitler propaganda minister more times than he cares to recall.

In "Agent For H.A.R.M." he has a slight change of pace, he portrays an Iron Curtain commissar who attempts to contaminate the entire food supply of the United States.

Says Martin, "Some day I want to be able to walk down a street and not have children run from me, maybe if I put on a litlte weight and grow a beard I could play Santa Claus."

"Agent For H.A.R.M.", in Color, stars Mark Richman, Wendell Corey, Carl Esmond and blonde bombshell Barbara Bouchet.

Civic Dignitary Actor Wendell Corey Stars In "H.A.R.M."

(Current)

Wendell Corey, who stars with Mark Richman, Barbara Bouchet and Carl Esmond in Universal's color presentation of "Agent For H.A.R.M." currently at the ..... Theatre, is widely renowned in Hollywood not only as a fine actor but as a motion picture industry leader.

The popular star, who has appeared in more than 40 pictures in a career that spans nearly two decades in the filmland capital and was preceeded by several years of Broadway stardom, has held important civic and industry posts almost from his arrival in California.

He has twice been president of the Academy of Motion Picture Arts and Sciences and has been a member of the Board of Directors of the Screen Actors Guild for sixteen years.

His civic interests and projects are even beginning to spill over into the type of roles he portrays in pictures. In "Agent For H.A.R.M." he plays the chief security officer in an organization known as H.A.R.M. or Human Aetiological Relations Machine.

His job consists of tracking down any security breaches that might be counter to the interests of the country.

Exploitation

AGENT FOR H.a.R.M.

SEND FOR THESE SENSATIONAL EXPLOITATION STILLS: "GUESS THE SECRET AGENT"

This special set of stills has been assembled to help you exploit your engagement of AGENT FOR H.A.R.M. The stills can be used in a variety of ways:

Newspaper Photo Contest — "GUESS THE SECRET AGENT"

This is an excellent attention arouser for planting in local newspapers prior to your engagement of AGENT FOR H.A.R.M. Copy should read:

Below are eight scenes from famous motion pictures featuring derring-do "secret agents" of the cinema. The newest — and most exciting of all — is Universal's "AGENT FOR H.A.R.M.," in Color, starting ..... at the ..... Theatre.

We have identified the scene still and secret agent (he's Mark Richman) in "AGENT FOR H.A.R.M." The remaining seven scenes (each contaning a cinema "secret agent") are for YOU to identify. In addition, can you identify the other stars of the films? And, for real film buffs, can you name the year each film was released? Correct answers appear below.

2. "Goldfinger" — Sean Connery, Honor Blackman — 1964. Connery portrayed Secret Agent 007.
3. "Charade" — Cary Grant, Audrey Hepburn — 1963 — Grant portrayed a secret agent working for the U. S. government.
4. "Betrayed" — Lana Turner, Clark Gable — 1954 — Both Lana and Clark were secret agents on the side of the Allies.
5. "Notorious" — Cary Grant, Ingrid Bergman — 1946 — Cary and Ingrid were secret agents working for the U.S.A.
6. "Foreign Correspondent" — George Sanders, Joel McCrea, Lorraine Day — 1940 — McCrea was the agent in this Hitchcock thriller.
7. "Father Goose" — Cary Grant, Leslie Caron — 1965 — Cary again portrayed an agent working for the Allies.
8. "Saboteur" — Robert Cummings, Priscilla Lane — 1942 — Cummings ended up as an "agent" who delivered a saboteur into U. S. gov't hands.

Lobby Board As Teaser For Film

Utilizing the above stills, along with several additional stills from "AGENT FOR H.A.R.M.," set up a striking lobby board, headlined:

SENSATIONAL NEW SECRET AGENT OF THE SCREEN . . .
UNIVERSAL'S "AGENT FOR H.A.R.M."

Have a banner line across the bottom of the board:

"AGENT FOR H.A.R.M." IS THE MOST EXCITING OF THEM ALL!

MR. EXHIBITOR: Order your FREE special set of eight "GUESS THE SECRET AGENT" Exploitation Stills from:

MR. HERMAN KASS, UNIVERSAL PICTURES CO.
445 PARK AVE., NEW YORK, N. Y. 10022

TEASER STICKER AND STREET STENCIL

Make up teaser stickers and street stencils on "AGENT FOR H.A.R.M.," for use well in advance of your engagement of the film:

AGENT FOR H.A.R.M. IS ON HIS WAY!

SUGGESTED COPY FOR LIVE RADIO SPOTS

(ONE MINUTE)
ANNOUNCER:

Now . . . for the first time on the screen . . . Universal presents the most exciting secret agent of them all . . . "Agent For H.A.R.M." . . . He must track down and destroy the daring, deadly, diabolical organization that has stolen the killer spore that can destroy the human race . . . "Agent For H.A.R.M." . . . A Universal picture in color . . . starring Mark Richman . . . Wendell Corey . . . Carl Esmond . . . and gorgeous Blonde Bombshell Barbara Bouchet . . . "Agent For H.A.R.M." . . . The biggest blockbuster of them all . . . The fantastic exploits of secret agent Adam Chance as he battles the evil forces that stop at nothing to achieve their insane power-hungry ambition to control the entire world . . . by using as a weapon the deadly spore from outer space that turns human beings into incredible horrors . . . this is a motion picture you will long remember . . . The excitement is electrifying . . . The thrills are terrifying . . . The impact is tremendous! . . . "Agent For H.A.R.M." . . . A Universal picture . . . in color . . . Fantastic, fabulous screen entertainment . . . starts ..... at the ..... Theatre.

(30 SECONDS)
ANNOUNCER:

Electrifying excitement . . . terrifying thrills . . . the most exciting secret agent of them all . . . Universal's "Agent For H.A.R.M." . . . in color . . . the fantastic exploits of secret agent Adam Chance as he battles the evil forces that stop at nothing to achieve their insane power-hungry ambition to control the entire world . . . "Agent For H.A.R.M." . . . who must fight the deadly spore from outer space that turns human beings into incredible horrors . . . "Agent For H.A.R.M." . . . starring Mark Richman . . . Wendell Corey . . . Carl Esmond . . . and gorgeous blonde bombshell Barbara Bouchet . . . "Agent For H.A.R.M." . . . in color . . . the impact is tremendous! . . . starts ..... at the ..... Theatre

(20 SECONDS)
ANNOUNCER:

The most exciting secret agent of them all . . . Universal's "Agent For H.A.R.M." . . . he must track down and destroy the daring, deadly, diabolical organization that has stolen the killer spore that can destroy the human race . . . "Agent For H.A.R.M." . . . A Universal picture in color . . . starring Mark Richman . . . Wendell Corey . . . Carl Esmond . . . and gorgeous blonde bombshell Barbara Bouchet . . . "Agent For H.A.R.M." . . . starts ..... at the ..... Theatre.

When in Southern California visit Universal City Studios

THEY USED THE WORLD'S DEADLIEST WEAPONS AGAINST THIS SUPER-SECRET AGENT!

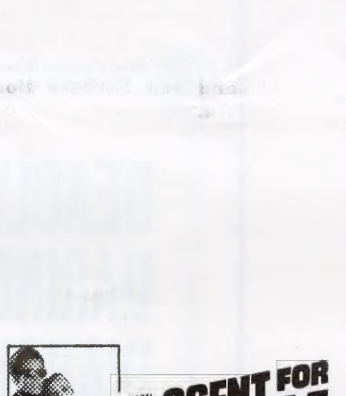
Starring MARK RICHMAN · Special Guest Star WENDELL COREY · Co-Starring CARL ESMOND · BARBARA BOUCHET
And RAFAEL CAMPOS "as Luis" · Written by BLAIR ROBERTSON · Directed by GERD OSWALD
Produced by JOSEPH F. ROBERTSON
A UNIVERSAL PICTURE COLOR

MAT—302

Ad Mat No. 302—3 Col. x 7"—294 Lines

MAT—101

Ad Mat No. 101
1 Col. x 1"—15 Lines


DARING! DEADLY! DIABOLICAL!
A killer spore from outer space that devours!
UNIVERSAL presents
AGENT FOR H.a.R.M.
Starring MARK RICHMAN · Special Guest Star WENDELL COREY
COLOR
A UNIVERSAL PICTURE

MAT—102

Ad Mat No. 102
1 Col. x 2"—28 Lines

When in Southern California visit Universal City Studios

Starring MARK RICHMAN · Special Guest Star WENDELL COREY · Co-Starring CARL ESMOND · BARBARA BOUCHET
And RAFAEL CAMPOS "as Luis" · Written by BLAIR ROBERTSON · Directed by GERD OSWALD
Produced by JOSEPH F. ROBERTSON
A UNIVERSAL PICTURE COLOR

MAT—205

Ad Mat No. 205—2 Col. x 6⅝"—184 Lines

POSTERS

THEY USED THE WORLD'S DEADLIEST WEAPONS AGAINST THIS SUPER-SECRET AGENT!
...WOMEN!
...WOMEN!
...WOMEN!
A SPOREGUN BLOB THAT CRAWLS... AND CREEPS...AND TURNS HUMAN FLESH INTO FEARSOME FUNGUS!
UNIVERSAL presents
AGENT FOR H.a.R.M.
MARK RICHMAN · WENDELL COREY · CARL ESMOND · BARBARA BOUCHET · RAFAEL CAMPOS
Written by BLAIR ROBERTSON · Directed by GERD OSWALD · Produced by JOSEPH F. ROBERTSON
A UNIVERSAL PICTURE
COLOR

22 x 28

A BLAST OF BLOOD-CURDLING TERROR FROM OUTER SPACE!
UNIVERSAL presents
AGENT FOR H.a.R.M.
MARK RICHMAN · WENDELL COREY · CARL ESMOND · BARBARA BOUCHET
RAFAEL CAMPOS
COLOR

1 SHEET

3 SHEET

14 x 36

WINDOW CARD

UNIVERSAL presents
AGENT FOR H.a.R.M.
DARING! DEADLY! DIABOLICAL!
A killer spore from outer space... that devours!
A UNIVERSAL PICTURE
A BLAST OF BLOOD-CURDLING TERROR FROM OUTER SPACE!
Starring MARK RICHMAN · WENDELL COREY · CARL ESMOND · BARBARA BOUCHET
Special Guest Star
Co-Starring
And RAFAEL CAMPOS "as Luis" · Written by BLAIR ROBERTSON · Directed by GERD OSWALD
Produced by JOSEPH F. ROBERTSON
A UNIVERSAL PICTURE COLOR
A SPOREGUN BLOB THAT CRAWLS... AND CREEPS...AND TURNS HUMAN FLESH INTO FEARSOME FUNGUS!
DARING! DEADLY! DIABOLICAL!...
A killer spore from outer space... that devours!

UTILITY MAT NO. 1

SPECIAL COMPOSITE MAT

BASIC NEEDS FOR A CAMPAIGN, ALL ON ONE MAT

"AGENT FOR H.A.R.M." (2B)

MAT—101

Ad Mat No. 101
1 Col. x 1"—15 Lines

MAT—102

Ad Mat No. 102
1 Col. x 2"—28 Lines

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DEADLY!...
DARING!...
DIABOLICAL!
A killer spore from outer space...that goes into the flesh and devours!
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Produced by JOSEPH F. ROBERTSON
A UNIVERSAL PICTURE COLOR

MAT—204

Ad Mat No. 204—2 Col. x 5"—140 Lines

"AGENT FOR H.A.R.M." (1A)

"AGENT FOR H.A.R.M." (1B)

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Special Guest Star
A UNIVERSAL PICTURE COLOR

MAT—202

Ad Mat No. 202—2 Col. x 2"—56 Lines

COMPOSITE MAT NO. 1

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Wisconsin Center
for Film and Theater Research

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https://www.mediahistoryproject.org